

ABSTRACT OF THE DISCLOSURE

In a method according to this invention, a manufacturer of truck bodies manufactures the truck bodies with mounting hardware for the banners. The manufacturer then receives a share of revenues from sales of banners to be affixed to truck bodies made by the manufacturer with the mounting hardware for the banners. In another embodiment of the invention, a virtual marketplace provides for the owners of truck bodies with the banner mounting hardware to register their truck bodies if they are willing to allow banner advertisements to be placed on their truck bodies. Media buyers can then access the database to determine what truck bodies have been made available for banner advertising.